

Messages and Timelines to Prepare for October 5, 2017



On October 5, 2017, a network of organizations and partners across the country will promote the benefits of energy efficiency for the second annual, nationwide [Energy Efficiency Day](#). In 2016, more than 175 organizations signed up as official [supporters](#) for the inaugural Energy Efficiency Day, with Governor David Ige proclaiming October 5th “Energy Efficiency Day in Hawai’i,” and more than five thousand social media posts resulting in millions of impressions. In 2017, we plan to build on that success with new national challenges, updated materials and more!

Campaign Goals:

- Show the positive impact of energy efficiency;
- [Showcase concrete, effective ways](#), across a range of energy [users](#), to save energy and money;
- Spotlight people and technologies involved in energy efficiency (jobs, customers, service providers, manufacturers, etc.).
- Attract participants to a [Light Bulb Challenge](#) and [Office Lighting Challenge](#): If each household in the United States purchases just one LED light bulb, U.S. consumers could save \$500 million annually.

Participate in Energy Efficiency Day 2017 by leveraging your own digital media platforms: your **website, Facebook page, Twitter, newsletter, blog**, etc. Here's how!

How to participate

- Participate in our Social Media awareness campaign
- Use shared hashtag **#EEDay2017** in all your social media posts ahead of, on and after October 5, 2017.
- Link your Energy Efficiency Day social media posts to **your own online content**: stories of energy efficiency successes; tip sheets, reports, photos or videos you have produced; etc.
- Make use of the [social media toolkit](#), which includes free Energy Efficiency Day social media content and sample posts for social media channels.

- Encourage your networks (work colleagues, partners, customers, professional associates) to [join](#) the social media campaign
- Take the [Light Bulb Challenge](#) or [Office Lighting Challenge](#): pledge to upgrade to LEDs at home or work. And encourage your network to do the same and [sign on](#).
- Help reach the media: pitch a story to a news outlet –mainstream and trade publications – about what your company or organization is doing to improve energy efficiency.

ENERGY EFFICIENCY DAY MESSAGING AND MATERIALS

Talking Points

- **Save Energy, Save Money – Here’s how. #EEDay2017**
- Celebrate **Energy Efficiency Day** by learning more about how you can save energy and save money!
- Energy efficiency is the **cleanest, fastest and most cost-effective choice to meet America’s energy needs and cut air pollution.**
- Energy efficiency saves consumers and businesses **money**, creates **jobs**, and benefits the **economy**.
- **Energy efficiency programs work, they’ve been tested, and they’re ready to expand now.**

Sample Content

- Energy Efficiency Day social media content is available [here](#).
- Press release sample [here](#)
- Op-Ed template [here](#)

Create your own content

Incorporate Energy Efficiency Day messaging in blogs, emails, newsletters, and other outlets, featuring the benefits of saving energy and money through energy efficiency. Make these stories your own by including your energy efficiency success story, tips for saving energy and money, any reports about efficiency, videos, photos, graphics and other content from your own website.

TIMELINE

Months Leading Up to Energy Efficiency Day: Starting in June, 2017

- [Sign on](#) to participate in our online media campaign
- Promote planned Energy Efficiency Day online activities on [social media](#)
- Blog posts start to go live, promoting Energy Efficiency Day
- Send email blasts to your stakeholders/partners or members/customers, inviting them to [sign on](#), prepare and participate in online Energy Efficiency Day activities

- Pitch a story to a media outlet – particularly publications that traditionally cover your company and issues – about what your company or organization is doing to improve energy efficiency

The Week of Energy Efficiency Day: Starting October 2, 2017

- See above for “Months Leading Up to,” and check if there are remaining items for this week
- Press advisories (to promote Energy Efficiency Day in general – or, if you’re doing your own event, specifically promoting it) can be sent to your media contacts

On Energy Efficiency Day: October 5, 2017

- Partners send out day-of emails to their audiences to join Energy Efficiency Day by sharing online content
- Post photos on Facebook and Twitter of (happy) people working on energy efficiency projects, paired with the #EEDay2017 hashtag, and include these images in blogs, website content and newsletters
- Additional blog posts go live
- Social shares throughout the day
- Press releases can be sent to your media contacts